

# IT PAYS TO DRIVE ELECTRIC



## ...FOR YOU:

Get ready for the “It Pays to Drive Electric” campaign coming to your dealership [MONTH, DATE] through [MONTH, DATE]! The goal? Get more drivers to embrace the many advantages of efficient, fun, fast electric cars. [UTILITY NAME] is investing significant resources during this period to encourage customers to visit select, certified EV dealerships. When your customers test drive an electric vehicle or plug-in hybrid electric during this promotion, they’ll have a chance to enter a sweepstakes (see below). Here’s how this campaign pays off for you, too:

### SELL AN EV, GET A BONUS!

Send happy customers home in new EVs during the It Pays to Drive Electric Campaign, and you’ll pocket extra cash!

- **Each EV you sell = \$100 Visa gift card for you and a \$100 Visa gift card for your dealership**
- **Top EV seller for all participating dealers = Additional \$500 Visa gift card for you and a \$500 Visa gift card for your dealership**

### THE FUTURE IS ELECTRIC – AND YOU CAN BE AN EXPERT

More and more buyers are interested in EVs. By 2040 it’s estimated 57% of all passenger vehicle sales – 56 million vehicles – will be electric.\* Those buyers will seek out sales professionals who really understand EVs and can answer their questions. Get up to speed now, and you’ll be positioned to ride the electric wave into the future.

## ...FOR YOUR CUSTOMERS:



#### • COSTS LESS TO GET AROUND & MAINTAIN

In this region, EV drivers pay \$0.XX [INSERT COST BASED ON LOCAL ELECTRICITY RATE] to drive the same distance as a gallon of gas in a conventional car. They’re cheaper to operate with almost no maintenance costs – no oil changes, no engine tune-ups.



#### • CASH BACK

The savings add up!

- Federal Income tax credit: **\$2,500 to \$7,500**
- State tax credit: \$\_\_\_\_\_ [IF APPLICABLE]
- Manufacturers’ incentive: \$\_\_\_\_\_ [IF APPLICABLE]
- Dealer’s incentive: \$\_\_\_\_\_ [IF APPLICABLE]

### CHANCE TO WIN

Customers who test drive an EV at your dealership can enter for a chance to win [PRIZE DETAILS]. Here’s how it works: When you are done with the test drive, simply give the customer the secret code word we’ve given you. Then, they can enter the sweepstakes with that promo code at [Utility website URL with enrollment form, Terms and Conditions]

# "WHAT'S AN ELECTRIC CAR, HOW DOES IT WORK AND WILL IT GET ME WHERE I NEED TO GO?"

Those are common questions from buyers. Here are the basics they'll want to understand:



**NO GAS, NO ENGINE:** Powered by a rechargeable battery instead of a traditional gas-burning engine, electric cars are an easy, smart choice. There are also plug-in hybrid electric vehicles.



**CHARGING IS EASY:** Instead of waiting in line at the gas station, EV drivers use charging stations installed at homes, offices and more and more workplaces, stores, restaurants and government facilities. It's easy to plug in using a cord that comes with the car.



**NO WORRIES FOR YOUR DAILY COMMUTE:** Even entry-level electric cars have a range of 80+ miles per charge. Some newer models can go 200+ miles per charge.



**TOP-OF-THE-LINE TECHNOLOGY:** The EV dashboard display shows your battery's range, your current driving efficiency and navigation – all the must-have tech for today's driver.



**0 TO 60 IN SECONDS:** EVs have pedals just like gas-powered cars. But when you step on the pedal in an EV, the power goes directly from the battery to the tires, creating some of the fastest acceleration times possible.



**QUIETER RIDE:** Electric cars are nearly silent at all speeds.



**GOOD FOR THE ECONOMY AND ENVIRONMENT:** Electric cars are oil-free, produce 85% less carbon emissions and no smog, and can be powered by renewable energy sources like solar and wind.

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## More resources

- **Energy.gov EV overview:** <https://www.energy.gov/eere/electricvehicles/electric-vehicles>
- **EPA Green Vehicle Guide:** <https://www.epa.gov/greenvehicles/explaining-electric-plug-hybrid-electric-vehicles>
- **Charging 101 (pdf):** [https://forthmobility.org/storage/app/media/Forth\\_Charging-101-4.19.pdf](https://forthmobility.org/storage/app/media/Forth_Charging-101-4.19.pdf)
- **Charging locations:** [Chargepoint.com](https://www.chargepoint.com/), [Plugshare.com](https://www.plugshare.com/) or Google Maps

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